



Approved By:	Nancy Noble
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Reviewed:	Gary Leibel

Job Title	<i>Director of Visitor Experience and Programs</i>
Reports To	<i>Director/CEO</i>
Work Setting	<i>Full time 35 hours/week. On occasion additional hours are required.</i>

Position Summary

The Director of Visitor Experience and Programs is a member of the Art Gallery of Greater Victoria (AGGV)'s senior management team and reports to the Director/CEO. The Director assists in setting and delivering the AGGV's vision and strategic goals. This role is strategically important in aligning visitor experience and programming with the gallery's overall mission and goals.

The Director provides strong leadership and vision to enhance the visitor experience through all visitor touchpoints at the AGGV. They develop and implement effective strategies, procedures and systems for visitor services (including front of house, Gift Shop and Art Rental and Sales), and programming. The Director works collaboratively inside and outside the AGGV to deliver quality experiences to a broad range of audiences by connecting art to audiences through innovative programs.

Responsibilities

Visitor Experience and Programs 60%

- Develops and leads the delivery of a comprehensive, accessible and inclusive visitor experience strategy including:
 - public programs that provide learning opportunities for adults, youth, families and children including programs for schools
 - internal events (programs, curatorial, fundraising and others)
 - front of house, gift shop and art rental and sales to meet the needs of diverse audiences.
- Works closely with the Director of Development and Marketing to ensure the online experience is consistent with in person standards of visitor experience.
- Collaborates with the Chief Curator and other curatorial staff to develop and deliver programming related to the Gallery's exhibition program and collections.
- Coordinates with the Facilities Manager to ensure spaces are inclusive, welcoming and utilized effectively and in keeping with the AGGV's priorities.
- Demonstrates initiative in finding new ways of improving the Gallery experience including advocating for visitors and leading audience research and evaluation efforts.

Responsibilities (continued)

- Leads a team to develop innovative programs including formal and informal learning experiences for diverse audiences that utilize AGGV's unique exhibitions and collections as well as follow best practices in museum engagement, scholarship and learning theories.
- Defines and tracks success metrics for all programs and initiatives and reports to appropriate constituents ensuring program evaluation is embedded in the planning and engagement continues to be relevant to the communities the Gallery serves.

Leadership 20%

- Participates, as part of the senior leadership team, in setting the annual business plan and budget for the organization based on strategic direction from the Board.
- Supports the Director/CEO through participation at Board meetings and Board Committee meetings.
- Contributes to long-term strategic planning beyond annual business plans.
- Following the strategic plan and annual business plan, sets clear, results oriented departmental goals with realistic and measurable outcomes and is accountable for meeting the goals.
- In conjunction with the senior leadership team, sets and manages the budget for the department as well as any special project budgets.
- Serves as an advocate in the community for the importance of the role of the Gallery in lifelong learning and the importance of visual-arts programming for diverse audiences.
- Represents the Gallery at public functions, attends openings and other events including speaking engagements.
- Supports the fundraising and development team in securing grants, sponsorships and other types of support for programming, including writing grant proposals

Human Resources 15%

- Manages a large team of staff, contractors, interns and others working in visitor services and programs.
- Oversees and participates in recruitment of staff as required, following the Collective Agreement and human resource procedures of the Gallery.
- Trains, delegates, evaluates and supervises staff, including performance evaluation and coaching, to foster the best performance of the employees and foster a positive work environment.
- Models and advocates for equity, diversity and inclusion (EDI) within the team and fosters a culture that prioritizes these values.
- Encourages continuous learning and improvement through professional development and training programs.

Administration 5%

- Works collaboratively with the Director/CEO and other members of the management team to ensure key initiatives, assignments and requests for information are produced and responded to in a timely manner, and that they meet the needs, standards and strategic objectives of the Gallery.
- Ensures compliance with policies, regulations and reporting standards.
- Attend Board and other Board Committee meetings as required.

Communications & Reporting Structure

Internal

- Reports to the Director/CEO
- Is a member of the Senior Management team
- Liaises with all Department Directors and Managers as required
- Liaises with the AGGV Board and committee members
- Works closely with Chief Curator and curatorial staff and the Director of Development and Marketing and their staff
- Supervises the Educator, School and Family Programs; Public Programs Coordinator; Events Coordinator; Visitor Experience Supervisor; Shop Manager and Art Rentals and Sales Coordinator.
- With Chief Curator, shares supervision of Curatorial and Program Administrator.
- Also supervises contract staff including artists, educators and others.

External

- Develops relationships and liaises with artists, curators, educators, scholars, community organizations and other relevant colleagues.
- Engages with Indigenous communities and incorporates Indigenous perspectives and programs into the Gallery's offerings.
- Communicates with the media as appropriate.
- Takes a leadership role on behalf of the AGGV in public relations regarding the visitor experience and programs including forging links with other professionals provincially, nationally and internationally.

Qualifications, Experience & Education

- MFA or MA in art history, art education, curatorial studies, museum studies, visual art, or a related discipline, or an equivalent combination of experience and education (minimum bachelor's degree).
- Demonstrated knowledge of current trends and best practices for increasing attendance, engagement and satisfaction, as well as measuring visitor experience.
- 5+ years of progressive experience leading program development and delivery with knowledge of formal and informal learning to diverse audiences in a museum or gallery setting.
- Knowledge of current art practice, issues and scholarship.
- Creative and strategic thinker with proven project management and program management experience as well as an audience-focused approach.
- Proven track record of managing and mentoring a large team in a fast-paced visitor-centered environment; ability to motivate and develop staff to perform at high standards and provide superior visitor services.
- Strong interpersonal and communication skills including the ability to collaborate effectively with a wide range of audiences including staff, volunteers, educators, funders, sponsors, members, the public and other constituencies.
- Demonstrated experience managing a department including excellent administrative, budgetary, supervisory and organizational skills.
- Demonstrated commitment to the values of diversity, inclusion and public-centered engagement strategies.
- Experience or training in diversity, inclusion, and equity initiatives is preferred.
- Knowledge of MS Office Products
- Knowledge of ticketing and POS systems is helpful

Working Conditions

- Ability to work after hours and on weekends, as needed.
- Ability to travel for work, as required.
- A Driver's License is preferred
- Physical demands may include standing for long periods during events